

Advisory Council Retreat
 10 January, 2003
 Summary

I. Breakout Groups Results re: Priorities

<u>Yellow Group – Maximize Independence</u> 1. Increase worker wages 2. Increase network of gate keepers 3. Increase collaboration between AC and disability advocates & agencies 4. Increase security for elders in their homes 5. Support the 211 Initiative	<u>Blue Group – Optimize Health</u> 1. Prescription drug coverage 2. Mental health 3. Educate re: drug side effects and interactions 4. Promote geriatrics specialists 5. Promote LTC insurance 6. Promote universal healthcare
<u>Red Group – Basic Needs</u> 1. Promote safety in neighborhoods for special populations (e.g. deaf community) 2. Promote the use of email 3. No one should go hungry 4. Provide useful information re: available services 5. Promote special equipment for specialized populations	<u>Green Group – Social/Civic Engagement</u> 1. Increase awareness of senior needs 2. Encourage local govt. to... 3. Tap elders as human resources 4. Determine how finances impact social involvement 5. Transportation 6. Provide stipends for seniors to promote volunteering 7. Promote neighborhood and faith-based training for specialized volunteer training 8. Promote in-home volunteering 9. Increase volunteer recruitment activities

II. Dialogue with Marsha King, Times Reporter

Ideas/Suggestions for Potential News Coverage

- Increase awareness re: baby boomers, and educate boomers about ageing
- Increase awareness re: 211
- Declining attendance in senior centers and congregate meal sites – why?
- The impact of prevention activities research
- Strategizing in terms of advocacy
- Me-ism – looking out for me only; denying ageing
- The shortage of geriatric physicians
- Mental health and ageing
- Racial and health disparities
- Adult Family Homes and Assisted Living Facilities

III. Breakout Groups Results re: By what means should ADS and the AC engage the community in setting and achieving the Area Plan goals?

- Through the media
- Have a forum/town meeting process, or dovetail on existing processes
- Conduct presentations at senior centers and faith-based organizations
- Take issues to television forums, such as NW Afternoon or TVW programs re: Elder Goals
- Conduct a survey or questionnaire re: Elder Goals (could be included in utility bill mailings and returned through the mail)
- Create more interactive opportunities to engage the community
- Engage minority groups and organizations
- Collaborate with other AAA in the northwest region of the state (Pierce & Snohomish)
- Conduct one-on-one meetings with legislators
- Increase the human side when presenting the facts
- Implement a letter writing campaign re: elders (e.g. letters to the editors)
- Develop a speakers bureau
- Develop written materials/fact sheets for review and comment
- Develop messages and repeat it broadly via TV and radio
- Engage more seniors in using the internet